

EXAMINER'S AMENDMENT

19. (Original) The photofinishing system claimed in claim 15, wherein the first instructional information and the second instructional information are the same.

20. (Original) The photofinishing system claimed in claim 15, wherein the second instructional information provides an ID that is used to identify a particular photofinishing instruction stored in a memory database and is used to produce an image to be exposed on the film

21. (Original) The photofinishing system according to claim 15 wherein a developed latent image is used by the photofinisher to determine what photofinishing good and/or service is associated with at least one of captured latent images.

mbf 22. (Canceled) ~~The photofinishing system according to claim 15, wherein a folded optical path is provided for exposure of the image onto the film from the second instructional information.~~

23. (Original) The photofinishing system claimed in claim 15, wherein the means for displaying the second instructional information include a computer generated display device.

24. (Original) The photofinishing system claimed in claim 15, wherein a close up diopter is used for imaging the second instructional information onto the film.

25. (Original) The photofinishing system claimed in claim 15, wherein the second instructional information communicates how captured film images are to be manipulated.

26. (Original) The photofinishing system claimed in claim 15, wherein the second instructional information provides instructions to the photofinisher on how to manipulate the images obtained from the film.

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27. (Currently Amended) A method for obtaining photofinishing goods and/or services, comprising the steps of:

- a) capturing an image of a ~~public target~~ billboard associated with photofinishing goods and/or services;
- b) forwarding the captured image of the ~~public target~~ billboard to a photofinisher; and
- c) obtaining at least one photofinishing goods and/or services according to information associated with the ~~public target~~ billboard.

28. (Canceled) ~~The method claimed in claim 27, wherein the public target includes a billboard.~~

29. (Canceled) ~~The method claimed in claim 27, wherein the public target includes a large outdoor display screen.~~

30. ^{canceled} (Original) ~~A method for obtaining photofinishing goods and/or services, comprising the steps of:~~
~~a) capturing an image of a target associated with photofinishing goods and/or services wherein the target indicates a change to the nature of photofinishing of images in sequence;~~
~~b) forwarding the captured image of the target to a photofinisher;~~
~~and~~
~~c) obtaining at least one photofinishing goods and/or services according to information associated with the target.~~

31. (Original) A method for obtaining photofinishing goods and/or services, comprising the steps of:

- a) capturing an image of a first target associated with photofinishing goods and/or services wherein the first target indicates a change to the nature of photofinishing of the images in sequence;
- b) capturing an image of a second target associated with photofinishing goods and/or services wherein the second target indicates a return to the original nature of photofinishing of the images in sequence;

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See claim 30
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and subsequent
office actions